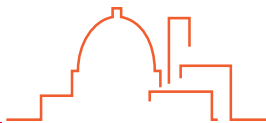


The  
**WHO**  
**WHAT**  
**WHERE**  
**WHY**  
**HOW**  
**WHEN**  
of selling Green Power Products



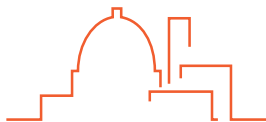
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# Who is the decision maker to purchase ?

- Energy Managers/Operations Managers typically concentrate on bottom line.
- Marketing, PR or Brand Managers have responsibility for branding and positioning.
- Marketing Departments have budgets devoted to branding and positioning.



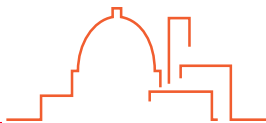
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## What markets do I start on or target ?

- Current areas of success – leverage business competition.
- Look at success in other markets – use as example.
- Identify products or services that have natural fit ( i.e.: organic foods ).



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# Where to research new prospects.

- **Corporate Reports, web sites**

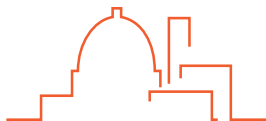
In 2005, 36% of North American annual reports surveyed published a separate section on sustainability or corporate responsibility. Many web sites also contain information on a company's commitment to community and/or environment.

- **Consumer Trends – what products or services**

Americans are quick to identify polluting companies as "socially irresponsible" and make their purchasing decisions accordingly, says a new survey. The poll by the research firm Global Market Insite found that American consumers between the ages of 18-29 are more likely to spend more on organic, environmentally preferable or fair trade products than other age groups.

- **Sponsorship or underwriting of Green Power**

- Events, Venues or Organizations
- PR & Marketing Firms
- Meeting Planners



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# Why Should a customer buy green Power ?

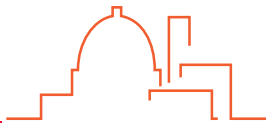
| Statement to Customer   | Environmental Equivalent |        |                           |        |          |         |
|---|--------------------------|--------|---------------------------|--------|----------|---------|
|   | Variable Products        |        | Fixed Rate Block Products |        |          | Minimum |
|   | 100%                     | 50%    | 25%                       | 10%    | Custom % | 6%      |
| Your organization's green power commitment is roughly equal to planting XX acres of trees per year.                                   | 960.10                   | 480.00 | 240.04                    | 96.01  | NA       | 57.61   |
| Your Green Power Commitment is comparable to removing nearly XX cars from the road for one year                                       | 621.10                   | 310.50 | 155.28                    | 62.11  | NA       | 37.27   |
| Your Green Power Commitment is comparable to removing nearly XX SUVs from the road for one year                                       | 443.50                   | 221.70 | 110.88                    | 44.35  | NA       | 26.61   |
| Your organization's green power commitment is equal to the electricity needed, on average, to power approximately XX homes for a year | 477.10                   | 238.50 | 1,288.36                  | 515.35 | NA       | 309.21  |

Create  
price and  
attribute  
template  
...cost  
and  
tangibles  
at your  
finger  
tips.

| Pricing Options  |            |                           |                       |                       |                        |                             |                         |                         |                            |
|------------------|------------|---------------------------|-----------------------|-----------------------|------------------------|-----------------------------|-------------------------|-------------------------|----------------------------|
| Variable Options |            |                           |                       |                       |                        | Fixed Block Options         |                         |                         |                            |
| Annual kWh       | Annual MWh | Minimum Recognition Level | Minimum Monthly Block | 50% Est. monthly Cost | 100% Est. Monthly Cost | Minimum Monthly Block Price | 10% Monthly Block Price | 25% Monthly Block Price | Custom Monthly Block Price |
| 5,153,455        | 5,153.46   | 6%                        | 26                    | \$ 2,147.27           | \$ 4,294.55            | \$ 260.00                   | \$ 430.00               | \$ 1,080.00             | \$ -                       |
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## Why Should a customer buy Green Power ?

- Collect articles, comments and supporting data – reinforce business rewards
- Press clippings and release examples
- Enlist CRS Support
- Paint a clear picture ( make the intangible – tangible )
- Build examples of generation in community



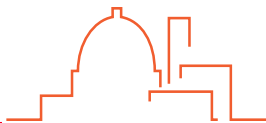
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## How do I engage potential partners to help awareness ?

- Convention & Visitors Bureau – entities that want to promote the area and it's attributes.
- Leverage C&VB into hotel, hospitality and meeting planner industry.
- Involve City PR and special interest groups aimed at quality of life and amenities of area.
- Turnkey media and promotion materials.



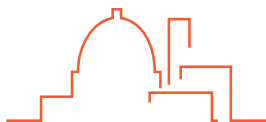
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## When is the best time to pitch the sale ?

- NOW !
- When you hear a prospects competitor or complimentary category partner has gone green.
- Announcement of an area/category environmental initiative.
- Major news release or press on environment related cause.



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